

INVOICE



WDIV
550 W. Lafayette Blvd.
Detroit, MI 48226
52-0854807 FEIN
Main: (313)222-0444
Billing: (313)222-0459

http://www.clickondetroit.com/index

Billing Address:

Keller Media Consulting
Attention: Accounts Payable
8225 Allen Road #124
Allen Park, MI 48101

Send Payment To:

WDIV
75 Remittance Drive Ste 3110
Chicago, IL 60675-3110

Invoice #	Invoice Date	Invoice Month	Invoice Period
263596-1	11/07/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WDIV	Angela Cady	Local-Detroit	Local

Advertiser	Product	Estimate Number
POL/Markman and Zahra		12-MJZ-906

Flight Dates	Order #	Alt Order #
11/03/12 - 11/05/12	263596	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	11/05/12	11/05/12	Today Show 9-10A	FIXED 9A-10A	M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 9:59 AM Today Show 9-10A FIXED 9A-10A :30 12MJX900H \$1,000.00 NM									
2	11/05/12	11/05/12	10-11AM Ellen	FIXED 10-11A Eller	M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 10:29 AM 10-11AM Ellen FIXED 10-11A Eller :30 12MJX900H \$1,000.00 NM									
3	11/05/12	11/05/12	Lcl Nws 11/5-11/6	FIXED 4-5a	M-----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 4:28 AM Lcl Nws 11/5-11/6 FIXED 4-5a :30 12MJX900H \$400.00 NM									
4	11/04/12	11/04/12	Inside Edition Sun	530-6a	-----S	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----S 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Su 11/04/12 5:56 AM Inside Edition Sun 530-6a :30 12MJX900H \$300.00 NM									
5	11/05/12	11/05/12	Jeff Probst	FIXED 2-3p	M-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 2:59 PM Jeff Probst FIXED 2-3p :30 12MJX900H \$800.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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263596-1	11/07/12	November 2012	10/29/12 - 11/05/12
Advertiser		Product	Estimate Number
POL/Markman and Zahra			12-MJZ-906

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
7	11/05/12	11/05/12	M-F Local News @ 4pm	FIXED 4p-430pm	M-----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 4:26 PM M-F Local News @ 4pm FIXED 4p-430pm :30 12MJX900H \$1,300.00 NM									
8	11/05/12	11/05/12	Inside Edition M-F 430-5p	FIXED 430p-5p	M-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV M 11/05/12 4:52 PM Inside Edition M-F 430-5p FIXED 430p-5p :30 12MJX900H \$1,200.00 NM									
9	11/03/12	11/03/12	Revolution (Fri 11/2 10p n	FIXED 10-11PM	-----S-	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----S- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Sa 11/03/12 Revolution (Fri 11/2 10p makegood) FIXED 10-11PM :00 \$1,300.00 NM See MG 9.2									
2 WDIV Sa 11/03/12 10:45 PM Saturday Prime FIXED 9-11P :30 12MJX900H \$1,300.00 NM MG for 9.1 11/03									
10	11/05/12	11/05/12	Late News 10/31-11/5	11-1145p	M-----	:30	1	\$7,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
11/05/12 11/11/12 M----- 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WDIV M 11/05/12 11:45 PM Late News 10/31-11/5 11-1145p :30 12MJX900H \$7,000.00 NM									
11	11/04/12	11/04/12	Sun Local News 8-9am	FIXED Sun 8-9am	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Su 11/04/12 8:59 AM Sun Local News 8-9am FIXED Sun 8-9am :30 12MJX900H \$1,000.00 NM									
14	11/03/12	11/03/12	Sat Rebroadcast 11p	FIXED SAT LN RE	-----S-	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/29/12 11/04/12 -----S- 1 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WDIV Sa 11/03/12 Sat Rebroadcast 11p FIXED SAT LN RE :00 \$150.00 NM See MG 14.2									
2 WDIV Su 11/04/12 2:56 AM Sun Local 4 News Repeat 2-2:30a :30 12MJX900H \$150.00 NM MG for 14.1 11/03									

Total Spots 11 Gross Total \$15,450.00

Payment Terms 30 Days

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Advertiser	Product	Estimate Number	
POL/Markman and Zahra		12-MJZ-906	

<u>Agency Commission</u>	\$2,317.50
<u>Net Amount Due</u>	\$13,132.50

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